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## Marketing Captures Awards from Higher Ed Marketing Report

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**FOR IMMEDIATE RELEASE**

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## **Marketing Captures Awards from Higher Ed Marketing Report**

CEDARVILLE, OHIO – Cedarville University’s marketing department won three awards from Higher Education Marketing Report’s annual educational advertising awards. The recognition will be announced in the March issue.

The Cedarville group, led by Chad Jackson, director of marketing and creative director, earned a gold award for its 2014 homecoming “We Are Jackets” logo and a pair of silver awards — one for a social media hashtag signage campaign and another for the fall 2014 Cedarville Fund newsletter.

Since 2008, Cedarville’s marketing department has won five gold awards, six silver recognitions and a bronze. The Educational Advertising Awards is the largest educational advertising competition in the country with more than 2,000 entries received in 2014 from more than 1,000 secondary schools, colleges, and universities. Entries were reviewed by a national panel of higher education marketers, advertising creative directors, marketing and advertising professionals and the editorial board of Higher Education Marketing Report.

The “We Are Jackets” logo was designed by Joshua Wurzelbacher and was used to promote last year’s homecoming events. For the social media hashtag signage campaign, Jackson designed custom lamppost signs and worked with Michael Pells, digital marketing manager, and student assistant Sami Imber to generate additional awareness of campus events. The final silver award for the Cedarville Fund newsletter was designed by Kathryn Keur, a freelance graphic designer and 2013 Cedarville alumna, and edited by Clem Boyd, communications specialist.

“We've been blessed with talented photographers, writers, marketers and designers who demonstrate a great mix of creativity, innovation and high standards of excellence in their work,” Jackson said.

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 3,620 undergraduate, graduate and online students in more than 100 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, strong graduation and retention rates, accredited professional and health science offerings and leading student satisfaction ratings.